# **U.S. Citizenship and Immigration Services (USCIS)**

March 2012 Monthly Web Metrics Report Customer Service Web Portal (CSWP)

Prepared for USCIS Prepared by CSC

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#### **Executive Summary**

This report covers USCIS Customer Service Web Portal (CSWP) metrics and related analysis for March 2012. Included is data on the CSWP's Spanish language component, USCIS-ES. Highlights in this report:

#### **▶** Overall Traffic Volume Increased More Than 25 Percent

Page views increased 26 percent and user sessions increased 29 percent compared to last month. (See page 2.)

Monthly Traffic: Total Page Views, User Sessions

40000000
30000000
100000000
Nov.06 Nov.07 Nov.08 Nov.09 Nov.10 Nov.11

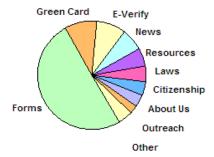
#### ► Customer Satisfaction Scores Continue at High Levels

The score for USCIS.gov decreased from 83 to 82, and the score for USCIS-ES increased from 85 to 88. The score for USCIS-ES is among the very best across all federal government sites. The high scores for both sites are due in part to recent improvements to the sites' search engines. (See page 13.)

USCIS	USCIS-ES	Federal Govt.
82	88	73

#### ► Green Card and E-Verify Attract High Volume of Traffic

The Green Card and E-Verify landing pages were the second and third most visited of the site's major landing pages. The Forms landing page continues to be seen by about 50 percent of all traffic that goes to the major landing pages. (See page 5.)



#### ► Internet Explorer the Most Used Browser

A new page in this report lists the browsers and browser versions most frequently used by visitors to USCIS.gov. Internet Explorer, Chrome, Firefox, and Safari browsers accounted for nearly 96 percent of all browsers used by visitors to USCIS.gov. (See page 3.)

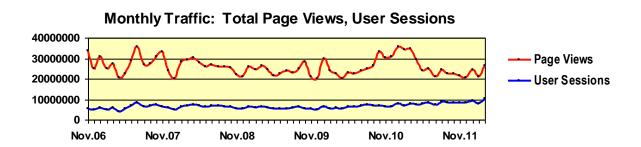
#### **CSWP Visitor Traffic**

▶ Notable changes this month: Traffic volume increased more than 25 percent. Page views increased 26 percent and user sessions increased 29 percent.

Metric	Sep.11	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12	Mar.12
Overall							
User Sessions (Visits)	8,083,309	8,240,661	8,425,421	8,061,305	9,054,347	7,786,568	10,049,045
Avg. Weekday User Sessions	309,926	316,576	322,343	299,837	338,954	311,086	375,883
Avg. Session Length (min.)	4:13	4:16	3:58	3:54	4:10	4:10	4:05
Unique Visitors	4,093,161	3,965,309	3,797,129	3,535,652	4,124,805	3,558,881	4,584,046
One-Time Visitors	2,872,856	2,735,000	2,489,553	2,298,967	2,674,683	2,291,531	2,986,425
Repeat Visitors	1,220,305	1,230,309	1,307,576	1,236,685	1,450,122	1,267,350	1,597,621
Page Views	22,489,840	22,445,121	21,308,987	20,308,769	24,290,487	20,941,368	26,332,388
Sessions by Content Area *							
About Us	81,115	80,749	76,365	72,844	82,804	73,329	89,719
Citizenship	85,945	84,633	78,091	69,167	90,373	75,321	102,392
Forms	1,055,878	1,059,362	982,874	912,710	1,095,947	1,070,601	1,251,327
Outreach	55,001	54,108	50,887	46,964	58,010	47,995	56,901
Laws	111,550	111,184	105,543	97,103	126,060	102,464	120,789
News	141,405	143,919	143,480	137,731	192,851	138,945	166,855
E-Verify	127,080	126,490	116,562	116,273	178,088	191,284	218,393
Resources	128,951	127,869	116,768	112,762	130,380	112,841	132,748
Working in the U.S.	28,772	28,948	27,409	24,666	29,189	23,697	30,567
Family	27,456	27,774	25,563	24,764	30,980	24,264	30,655
Adoption	7,810	8,254	8,168	7,655	8,516	7,058	9,448
Green Card	209,829	240,278	196,242	179,717	213,830	169,816	230,774
Humanitarian	5,237	5,376	5,105	4,887	5,398	4,336	5,630
Visit the U.S.	19,243	18,842	17,370	15,629	19,696	16,322	21,474
Military	10,810	10,732	10,158	9,506	11,337	8,949	11,871
Find It Fast/Where to Start **	6,498	4,412	3,277	3,500	61,842	2,756	3,925

<sup>\*</sup>Total user sessions that included views of these top-level landing pages.

Historical Data: Historical CSWP visitor traffic data is available in the Appendix beginning at page 17.



<sup>\*\*</sup> Number of times a visitor clicked the Get Results button for this widget.

## Top 10 Browsers Used by Visitors to USCIS.gov

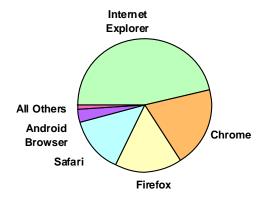
The following table shows the 10 browsers most frequently used by visitors to the USCIS Customer Service Web Portal (CSWP) at USCIS.gov. Browser usage changes gradually over time. Each month, this report will note any significant shifts compared to the previous month.

▶ Notable changes this month: Internet Explorer, Chrome, Firefox, and Safari browsers accounted for nearly 96 percent of all browsers used by visitors to USCIS.gov.

	Top 10 Browsers Used	Visits	% of All Visits
1	Internet Explorer *	3,423,792	45.80%
2	Chrome **	1,466,796	19.62%
3	Firefox ***	1,226,949	16.41%
4	Safari ****	1,036,315	13.86%
5	Android Browser	225,876	3.02%
6	Opera	30,608	0.41%
7	Mozilla Compatible Agent	29,487	0.39%
8	IE with Chrome Frame	13,115	0.18%
9	Opera Mini	9,154	0.12%
10	Mozilla	2,851	0.04%
	All Others	10,398	0.15%
	Total Visits This Month >	7,475,341	100.00%

<sup>\*</sup> The most used versions of Internet Explorer (IE) in its 45.80% share include: IE 8.0 (21.58%), IE 9.0 (17.62%), and IE 7.0 (5.89%).

<sup>\*\*\*\*</sup> The most used versions of Safari in its 13.86% share include: Safari 5.1 (4.15%), Safari 5.1.2 (2.51%), and Safari 5.0.2 (1,28%).



<sup>\*\*</sup> The most used versions of Chrome in its19.62% share include: Chrome 17.0.963.79 (6.39%), Chrome 17.0.963,83 (4.17%), and Chrome 17.0.963.56 (3.94%).

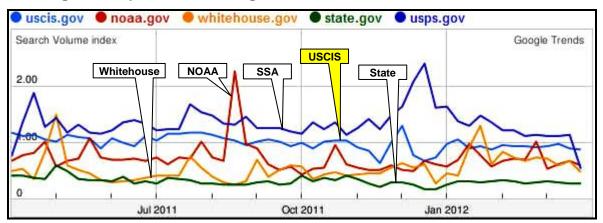
<sup>\*\*\*</sup> The most used versions of Firefox in its 16.41% share include: Firefox 10.0.2 (6.77%), Firefox 11.0 (3.94%), and Firefox 9.0.1 (0.97%).

# Google Searches for USCIS Content Compared to Searches for Other Federal Content

Google Search volume is a significant indicator of how much traffic comes to USCIS.gov. The chart below reflects Google Trends data on the volume of Google searches related to USCIS compared to Google searches related to other federal organizations. The average volume of searches for USCIS content over the past year is presented as a baseline value of 1.0, with the daily volume of searches related to USCIS and to other sites arrayed against that baseline. Each month, searches for USCIS are compared to a rotating combination of major federal web sites.\*

▶ Notable changes this month: None. USCIS continues to be among the most frequently searched federal web sites.

#### **USCIS.gov Compared to Leading Federal Web Sites**



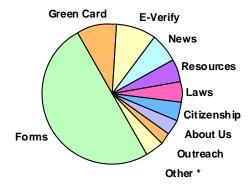
<sup>\*</sup> The chart on this page compares Google searches about USCIS to searches related to a rotating sample of four federal Web sites from among the ten or so sites that get more traffic than USCIS and other well-known sites.

## **Distribution of Traffic by Major Content Area**

The CSWP Home Page makes it easy for visitors to find and navigate to popular information and resources. The table and chart below reflect counts of user sessions to 15 key landing pages and the times that users selected the Find It Fast option. (For similar data from November 2006 to the present, see page 2 and pages 18-23.)

▶ Notable changes this month: The Green Card and E-Verify landing pages were the second and third most visited of the site's major landing pages. The Forms landing page is seen by about 50 percent of all traffic that goes to the major landing pages.

Content Area Landing Page	User Sessions
Forms	1,251,327
Green Card	230,774
E-Verify	218,393
News	166,855
Resources	132,748
Laws	120,789
Citizenship	102,392
About Us	89,719
Outreach	56,901
Family	30,655
Working in the U.S.	30,567
Visit the U.S.	21,474
Military	11,871
Adoption	9,448
Humanitarian	5,630
Find It Fast	3,925
Total Sessions to These Pages >	2,483,468



<sup>\* &</sup>quot;Other" in chart includes Working in the U.S., Family, Visit the U.S., Find It Fast, Military, Adoption, and Humanitarian.

## **FOIA Status Check**

The tables on this page reflect traffic to the FOIA Status Check landing page and the number of transactions submitted to the application.

▶ Notable changes this month: Total transactions increased 15 percent.

	June11	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12	Mar.11
Page Views on Landing Page	36,238	29,879	29,076	26,112	25,260	29,930	28,005	32,342	27,787	30,585
<ul><li>Transactions</li></ul>	25,464	21,749	21,772	20,002	19,672	19,777	21,375	25,048	20,882	23,919
									<u>-</u>	
	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11	May 11
Page Views on Landing Page	37,913	35,005	24,986	19,561	18,296	22,190	22,562	27,118	24,183	32,553
<ul><li>Transactions</li></ul>	22,584	21,597	16,757	13,696	13,401	15,828	17,096	21,085	19,472	22,862
	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10	July10	
Page Views on Landing Page	17,725	28,414	30,624	27,712	29,196	26,796	27,990	26,338	33,403	
<ul><li>Transactions</li></ul>	14,984	16,994	19,228	14,888	16,721	17,887	18,565	16,521	19,017	
	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09	Sep.09	Oct.09	
Page Views on Landing Page	11,804	13,543	14,598	15,717	17,664	27,387	18,562	15,861	14,056	
<ul><li>Transactions</li></ul>	11,808	13,543	14,787	13,991	16,170	12,214	16,442	12,222	12,397	
	June08	July08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09		
Page Views on Landing Page	3,509	15,599	9,014	10,025	11,277	9,996	10,174	11,946		
<ul><li>Transactions</li></ul>	3,952	12,398	9,549	10,573	11,783	10,536	10,477	12,398		

# **Top 25 Viewed Pages**

The following table shows the 25 most viewed pages on USCIS.gov.

▶ Notable changes this month: The Green Card (Permanent Residence) landing page was the third most viewed page, with 400 percent more traffic than last month. Otherwise, there were only minor changes in the order and relative traffic volume of the most viewed pages.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	5,989,956	22.75%
2	Forms (2)	1,766,152	6.71%
3	Green Card (Permanent Residence) (7)	963,284	3.66%
4	Application for Naturalization, N-400 (3)	754,460	2.87%
5	Petition for Alien Relative, I-130 (4)	510,818	1.94%
6	Applic. to Register Perm. Residence or Adjust Status, I-485 (6)	248,244	0.94%
7	Application to Replace Permanent Resident Card, I-90 (5)	246,414	0.94%
8	USCIS-ES Home Page (9)	234,861	0.89%
9	News (11)	224,650	0.85%
10	Application for Employment Authorization, I-765 (8)	214,416	0.81%
11	Citizenship Through Naturalization (12)	205,586	0.78%
12	Contact Us (13)	198,335	0.75%
13	E-Verify (10)	190,598	0.72%
14	Naturalization Self Test (18)	172,469	0.65%
15	Resources (16)	165,901	0.63%
16	E-Verify News RSS Page (20)	165,356	0.63%
17	Instructions for Electronic Filing of Form I-90 (14)	161,139	0.61%
18	File My Application Online (E-Filing) (15)	161,052	0.61%
19	News RSS Page (*)	156,666	0.59%
20	Affidavit of Support Under Section 213A of the Act, I-864 (17)	153,004	0.58%
21	Laws (19)	145,501	0.55%
22	Green Card Through Family (23)	127,663	0.48%
23	Citizenship (*)	126,479	0.48%
24	How to Calculate My Cycle Time (24)	126,312	0.48%
25	Study Materials for the Civics Test (*)	122,376	0.46%
	Total Page Views this Month >	26,332,388	100.00%

<sup>\*</sup> A file not in the previous month's Top 25.

# **Top 25 Downloaded Files**

The following table shows the 25 most downloaded files on USCIS.gov.

▶ Notable changes this month: Form AR-11, Alien's Change of Address Card, jumped into the top 25 as the seventh most downloaded file. Otherwise, there were only minor changes in the order and volume of the top downloaded files.

	Top 25 Downloaded Files	Hits	% of All Hits
1	M-274: Instructions for Completing Form I-9 (1)	2,130,981	10.55%
2	I-129: Petition for a Nonimmigrant Worker (3)	1,356,127	6.72%
3	M-477: Document Checklist (2)	1,245,533	6.17%
4	M-565: How Do I Apply for U.S. Citizenship (4)	801,246	3.97%
5	M-555: How Do I Help Relative Become a Perm. Resident (5)	555,437	2.75%
6	I-9: Employment Eligibility Verification (6)	553,497	2.74%
7	AR-11: Alien's Change of Address Card (*)	481,989	2.39%
8	N-400: Application for Naturalization (7)	432,631	2.14%
9	M-784: E-Verify Federal Contractors List (8)	380,065	1.88%
10	I-864EZ: Affidavit of Support Under Section 213 of the Act (9)	370,911	1.84%
11	I-130: Petition for Alien Relative (15)	361,869	1.79%
12	M-638: Quick Civic Lessons for the Naturalization Test (11)	354,599	1.76%
13	M-562: How Do I Renew or Replace My Perm. Resident Card (10)	334,159	1.65%
14	M-620: How Do I Know What Services are Available After I File (12)	319,288	1.58%
15	M-618: Welcome to the U.S., Guide for New Immigrants (13)	307,370	1.52%
16	Instructions for N-400: Application for Naturalization (19)	254,610	1.26%
17	M-715: Writing Vocabulary Flash Cards (14)	247,413	1.23%
18	M-775: E-Verify User Manual for Employers (16)	234,488	1.16%
19	M-561: How Do I Help a Relative Become a Perm. Resident (17)	215,875	1.07%
20	M-685: Naturalization Test Requirements and Resources (*)	203,581	1.01%
21	Instructions for I-130: Petition for Alien Relative (20)	201,118	1.00%
22	I-485: Applic. to Register Perm. Residence or Adjust Status (7)	200,721	0.99%
23	I-765: Application for Employment Authorization (*)	194,073	0.96%
24	I-751: Petition to Remove Conditions on Residence (*)	191,703	0.95%
25	G-1145: E-Notification of Application/Petition Acceptance (22)	180,655	0.89%
	Total Downloaded Files this Month >	20,194,280	100.00%

<sup>\*</sup> A file not in the previous month's Top 25.

# **Top 25 Referring Pages Sending Traffic to CSWP**

The following table lists the top 25 sources of Web traffic referred to USCIS.gov from external Web sites, and the pages on USCIS.gov to which the traffic was directed.

▶ Notable changes this month: Searches for "uscis" on Google moved up to the most frequent referring page. Otherwise, there were only minor changes in the order and volume of top referrals.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	15,422	Home Page	Search for "uscis" on Google (*)
2	14,701	Affidavit of Support Under Section 213A of the Act (I-864)	Affidavit of Support Instructions on Travel.State.gov (2)
3	14,294	Home Page	Links in Yahoo emails (5)
4	13,822	Employment Eligibility Verification (I-9)	Link to i-9 on IRS.gov (1)
5	13,514	Affidavit of Support (I-864EZ)	Affidavit of Support Instructions on Travel.State.gov (3)
6	13,140	Affidavit of Support Under Section 213A of the Act (I-864)	Visa Application Forms on Travel.State.gov (4)
7	9,798	I-9 (PDF)	Link to i-9 on IRS.gov (6)
8	9,391	Forms	Fees for Visa Services on Travel.State.Gov (7)
9	8,302	Petition for Alien Relative (I-130)	Immigrants to U.S. on Travel.State.gov (9)
10	7,847	Intending Immigrant's Affidavit of Support Exemption (I-864W)	Affidavit of Support Instructions on Travel.State.gov (10)
11	7,527	Petition for Alien Fiance(e) (I-129F)	Nonimmigrant Visa for Fiance(e) on Travel.State.gov (8)
12	5,506	Poverty Guidelines (I-864P)	Affidavit of Support Instructions on Travel.State.gov (11)
13	5,085	Contract Between Sponsor and Household Member (I-864A)	Visa Application Forms on Travel.State.gov (12)
14	4,950	Forms	Visa Application Forms on Travel.State.gov (16)
15	4,890	Home Page	Page on i9check.com (19)
16	4,799	Forms	Fees for Visa Services on Travel.State.Gov (15)
17	4,738	Contract Between Sponsor and Household Member (I-864A)	Affidavit of Support Instructions on Travel.State.gov (17)
18	4,566	Forms	Immigration on DHS.gov (14)
19	4,231	Home Page	Immigrants to U.S. on Travel.State.gov (*)
20	4,229	Petition for Alien Relative (I-130)	Immigrant Visa for Spouse of U.S. Citizen on Travel.State.Gov (18)
21	4,130	I-134 (PDF)	Page on path2usa.com (20)
22	3,953	Home Page	Home page on DHS.gov (22)
23	3,911	Fiance(e) Visas	Nonimmigrant Visa for Fiance(e) on Travel.State.gov (*)
24	3,832	E-Verify For Employers	E-Verify on DHS.gov (24)
25	3,801	Affidavit of Support (I-134)	Nonimmigrant Visa for Fiance(e) on Travel.State.gov (21)

<sup>\*</sup> A referral not in the previous month's Top 25.

# Ranking of CSWP Pages in Three Top Search Engines

The following results indicate the ranking position of the first instance of a USCIS.gov page on search results pages when several popular search terms are entered into the Google, Yahoo, and Bing search engines.

► Notable changes this month: None.

Search Terms	Google	Yahoo	Bing
uscis	1	1	1
uscis.gov	1	1	1
immigration	1	1	1
immigration and naturalization services	1	1	1
immigration forms	1	1	1
citizenship	1	2	2
ins	1	1	1
naturalization	1	1	1
green card	1	1	1
asylum	3	5	4

# **Top 50 Search Terms from Referring External Search Engines**

The following are the top 50 search terms entered into external search engines (e.g., Google, Yahoo, Bing, and others) that led to referrals of Web traffic to the CSWP.

▶ Notable changes this month: None. Searches for agency name, specific forms, and citizenship account for a large share of the most frequent search terms.

Phrase	Referrals
uscis	655,464
uscis.gov	129,350
www.uscis.gov	94,704
immigration	59,988
ins	43,547
i-9	37,590
us immigration	34,461
uscis forms	29,066
i9	27,338
i-9 form	26,292
uscis case status	23,916
everify	22,476
form i-9	18,535
i9 form	18,384
e-verify	18,245
us citizenship	17,449
green card	16,492
immigration and naturalization	14,729
n400	14,379
immigration forms	14,231
e verify	13,175
n-400	12,769
i-130	12,163
i-9 form 2012	12,114
citizenship application	10,786

Phrase	Referrals
green card renewal	10,251
us citizenship application	10,026
citizenship	9,771
citizenship test	9,438
uscis status	8,786
affidavit of support	8,592
inmigracion	7,907
i 9 form	7,871
i-765	7,819
ins.gov	7,319
uscis.com	7,265
i-864	7,090
i-485	6,779
immigration news	6,698
usics	6,613
us citizenship test	6,141
ucis	5,949
ins forms	5,786
i130	5,567
naturalization	5,439
uscis gov	5,235
i9 form 2012	5,197
immigration and naturalization service	4,981
immigration laws	4,914
renew green card	4,710

# Top 50 Search Terms Entered into the CSWP Search Engine

The top search terms entered into the CSWP main site's internal search engine indicate what is most important to CSWP visitors once they enter the site.

▶ Notable changes this month: None. The search terms and their relative order shown below are largely unchanged from last month.

Phrase	Count
i-130	10,641
visa bulletin	7,786
i-765	6,683
i-485	6,257
g-325a	6,191
n-400	5,615
i-864	5,484
n400	5,189
infopass	4,296
i130	4,219
i-131	3,854
i-90	3,733
tps	3,695
processing times	3,680
forms	3,606
status	3,590
h1b	3,573
i-751	3,553
change of address	3,069
m-476	3,042
i-94	3,024
opt	2,872
case status	2,852
green card	2,828
ds-230	2,779

Phrase	Count
i765	2,771
i 130	2,732
i485	2,702
i-912	2,686
g325a	2,669
i-551	2,656
visa	2,581
n-600	2,429
fee waiver	2,414
i-9	2,391
processing time	2,385
i864	2,307
i-134	2,291
i-693	2,258
citizenship	2,248
i-797	2,087
g-1145	2,067
g-325	2,066
passport	2,047
affidavit of support	2,030
fees	1,948
n600	1,933
ds230	1,931
info pass	1,908
ar-11	1,877

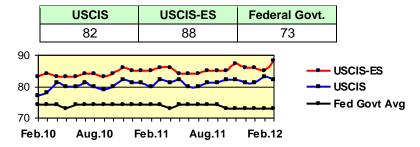
## **Surveys of User Satisfaction**

USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



▶ Notable changes this month: The score for USCIS.gov decreased from 83 to 82, and the score for USCIS-ES increased from 85 to 88. The score for USCIS-ES is among the very best across all federal government sites. The high scores for both sites are due in part to recent improvements to the sites' search engines.

This Month's Average Customer Satisfaction Scores



**Top Visitor Responses to Selected Survey Questions** (% of respondents per site)

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Citizenship Requirements	24%	13%
Get General Information Before I File My Case	12%	26%
Check My Case Status	11%	21%
Green Card Information	11%	11%
Download Form(s)	10%	
Find Form(s)		8%
Primary Method Used to Find Information		
Site's Search Feature	30%	32%
Top Navigation Bar	19%	24%
Used an External Search Engine (e.g., Google)	19%	16%
Just Browsing	18%	15%
Site Map	8%	9%
Find It Fast (Where to Start) Feature	6%	4%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	40%	38%
Naturalized U.S. Citizen	19%	22%
U.S. Born Citizen	16%	4%
Citizen of a Foreign Country	6%	11%
Visitor/Nonimmigrant	2%	7%

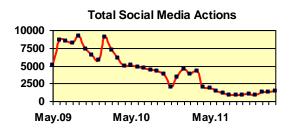
# Social Media Activity Using Links on CSWP Pages



Many CSWP pages offer social media options. By taking one of these actions, visitors can share a page or bookmark it using a variety of social media tools.

▶ Notable changes this month: There was a six percent increase in total social media actions and a three percent increase in clickbacks.\*\* Sharing actions for pages on how to become a citizen continued to have the greatest incidence of clickbacks.

	Top Services	Sharing Actions	Click- backs**
1	Facebook (1)	592	293
2	Email (2)	271	232
3	Twitter (3)	171	1
4	Print (5)	76	0
5	Gmail (4)	68	0
6	Favorites (7)	29	53
7	Blogger (6)	24	0
8	Yahoo Mail (9)	19	0
9	Reddit (8)	17	0
10	LinkedIn (*)	14	0
_	All Others	84	0
	Total	1,365	579



	Top 10 Pages Shared Via Page-Based Social Media Links	Sharing Actions	Click- backs**
1	Study for the Test (1)	144	92
2	Naturalization Interview and Test Video (2)	99	125
3	Study Materials for the English Test (4)	98	56
4	Study Materials for the Civics Test (3)	78	123
5	How to Calculate My Cycle Time (5)	49	0
6	USCIS Home Page (2)	37	0
7	Apply for Citizenship (8)	26	12
8	Becoming a U.S. Citizen: Overview of Naturalization Process (7)	23	6
9	USCIS to Propose Changing the Process for Certain Waivers (10)	19	0
10	Green Card for Immediate Relative of U.S. Citizen (9)	15	0
_	All Others	777	165
	Total	1,365	579

<sup>\*</sup> An item not in the previous month's top 10.

<sup>\*\*</sup> A clickback is a page visit that results from clicking a link in a shared social media action.

# **Subscription Email Messages and Tweets**

Visitors to USCIS.gov may subscribe to several of the site's topic areas so they can be sent email bulletins when content changes. Subscriptions are initiated by visitors using the right-column news widget or the Get Email Updates link on many pages. The most subscribed topics are News, Forms, H-1B Cap Season, Federal Register Announcements, and E-Verify Updates. People may also follow USCIS.gov using Twitter.

▶ Notable changes this month: USCIS distributed over 2.9 million email bulletins to subscribers, up from 1.2 million the previous month, and issued 90 tweets, down from 184 the previous month.

	Sep.11	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12	Mar.12
GovDelivery Emails							
Email Bulletins Issued	19	24	23	19	22	22	27
Emails Distributed to Subscribers	2,014,911	1,380,017	821,196	601,109	736,827	1,221,048	2,963,679
Subscribers at End of Month	322,614	325,622	329,464	330,474	333,374	332,119	332,995
Subscriptions	934,013	944,369	959,812	966,217	980,518	983,532	991,403
Total Subscribable Topics	22	23	23	23	23	23	23
Twitter							
Tweets Issued	106	96	199	139	91	184	90
Twitter Followers at End of Month	9,200	9,679	10,268	10,977	11,727	12,287	12,767

	Feb.11	Mar.11	Apr.11	May.11	June11	July11	Aug.11
GovDelivery Emails							
Email Bulletins Issued	26	44	23	32	24	24	28
Emails Distributed to Subscribers	1,106,619	3,205,638	1,019,329	1,891,329	1,830,221	1,413,479	2,378,844
Subscribers at End of Month	280,144	286,854	288,124	288,124	321,664	321,536	322,363
Subscriptions	849,020	857,669	867,630	867,630	914,272	920,583	928,440
Total Subscribable Topics	19	19	19	19	22	22	22
Twitter							
Tweets Issued		85	85	62	90	160	136
Twitter Followers at End of Month		5,280	5,850	6,320	7,628	8,071	8,549
Twitter Bulletins Issued	19						
Notifications Sent to Subscribers	27,429						
Subscribers at End of Month	1,523						

	Nov.10	Dec.10	Jan.11
GovDelivery Emails			
Email Bulletins Issued	2	15	32
Emails Distributed to Subscribers	282,213	49,179	1,726,382
Subscribers at End of Month	280,617	281,480	280,607
Subscriptions	840,739	845,987	847,828
Total Subscribable Topics	17	17	17
Twitter			
Tweets Issued			
Twitter Followers at End of Month			
Twitter Bulletins Issued	26	16	38
Notifications Sent to Subscribers	20,535	14,381	46,308
Subscribers at End of Month	817	966	1,388

## **USCIS-ES Visitor Traffic**

The CSWP includes USCIS-ES, a Spanish language version of many of its pages. Since its launch in late 2009, USCIS-ES has regularly accounted for about three percent of all traffic to the CSWP.

▶ Notable changes this month: Page views increased 18 percent and user sessions increased 26 percent. This increase in traffic is roughly proportional to the full USCIS.gov site.

	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12	N
User Sessions (Visits)	162,353	204,745	192,716	193,747	205,068	187,638	263,441	210,322	2
Avg. Weekday User Sessions	5.835	7,373	7,219	7,166	7,593	6,804	9,519	8,085	
Avg. Session Length (min.)	5:43	5:29	5:14	5:08	4:15	4:08	4:41	4:33	
Unique Visitors	115,347	142,592	134,110	130,781	125,143	111,701	159,324	129,315	1
One-Time Visitors	92,900	114,021	107,163	102,649	91,339	80,470	113,935	92,780	1
Repeat Visitors	22,447	28,571	26,947	28,132	33,804	31,231	45,389	36,535	
Page Views	660,082	815,597	729,217	737,968	683,600	610,435	919,967	731,633	8
	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11	May.11	June11	
User Sessions (Visits)	174,783	154,120	198,854	178,609	203,971	176,696	185,610	196,817	
Avg. Weekday User Sessions	6,424	5,505	7,389	7,074	7,342	6,632	6,837	7,308	
Avg. Session Length (min.)	6:50	6:46	7:34	7:03	6:50	6:40	6:15	5:39	
Unique Visitors	122,632	108,304	142,221	127,066	146,794	125,578	135,218	137,076	
One-Time Visitors	100,232	89,501	116,111	103,723	121,216	103,099	112,437	109,868	
Repeat Visitors	22,400	18,803	26,110	23,343	25,578	22,479	22,781	27,208	
Page Views	854,445	704,417	1,030,827	883,545	979,563	801,932	821,251	809,944	
r ago viowo	004,440	704,417	1,000,021	000,040	373,000	001,302	021,201		
					1 1 40	A 40	0 40	0 ( 40	
	Mar.10	Apr.10	May10	June10	July10	Aug.10	Sep.10	Oct.10	
` ,	<b>Mar.10</b> 132,054	<b>Apr.10</b> 117,058	<b>May10</b> 139,357	June10 139,388	July10 157,387	Aug.10 177,412	<b>Sep.10</b> 173,204	167,980	
Avg. Weekday User Sessions	132,054 4,732	117,058 4,385	139,357 5,247	139,388 5,252	157,387 5,719	177,412 6,451		167,980 6,218	
Avg. Weekday User Sessions Avg. Session Length (min.)	132,054	117,058	139,357	139,388	157,387	177,412	173,204	167,980	
Avg. Weekday User Sessions Avg. Session Length (min.)	132,054 4,732	117,058 4,385	139,357 5,247	139,388 5,252	157,387 5,719	177,412 6,451	173,204 6,419	167,980 6,218	
Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors	132,054 4,732 7:14	117,058 4,385 7:03	139,357 5,247 7:18	139,388 5,252 7:48	157,387 5,719 7:19	177,412 6,451 7:26	173,204 6,419 7:14	167,980 6,218 6:57	
Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors	132,054 4,732 7:14 96,125	117,058 4,385 7:03 85,518	139,357 5,247 7:18 100,919	139,388 5,252 7:48 102,502	157,387 5,719 7:19 114,110	177,412 6,451 7:26 127,148	173,204 6,419 7:14 125,245	167,980 6,218 6:57 120,893	
Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors	132,054 4,732 7:14 96,125 78,118	117,058 4,385 7:03 85,518 70,112	139,357 5,247 7:18 100,919 82,494	139,388 5,252 7:48 102,502 84,173	157,387 5,719 7:19 114,110 93,547	177,412 6,451 7:26 127,148 103,917	173,204 6,419 7:14 125,245 102,485	167,980 6,218 6:57 120,893 99,318	
Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors	132,054 4,732 7:14 96,125 78,118 18,007	117,058 4,385 7:03 85,518 70,112 15,406	139,357 5,247 7:18 100,919 82,494 18,425	139,388 5,252 7:48 102,502 84,173 18,329	157,387 5,719 7:19 114,110 93,547 20,563	177,412 6,451 7:26 127,148 103,917 23,231	173,204 6,419 7:14 125,245 102,485 22,760	167,980 6,218 6:57 120,893 99,318 21,575	
Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors Page Views	132,054 4,732 7:14 96,125 78,118 18,007 781,763	117,058 4,385 7:03 85,518 70,112 15,406 647,816	139,357 5,247 7:18 100,919 82,494 18,425 748,673	139,388 5,252 7:48 102,502 84,173 18,329 763,536	157,387 5,719 7:19 114,110 93,547 20,563 824,976	177,412 6,451 7:26 127,148 103,917 23,231	173,204 6,419 7:14 125,245 102,485 22,760	167,980 6,218 6:57 120,893 99,318 21,575	
Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors Page Views  User Sessions (Visits)	132,054 4,732 7:14 96,125 78,118 18,007 781,763 Oct.09 138,377	117,058 4,385 7:03 85,518 70,112 15,406 647,816 <b>Nov.09</b> 113,691	139,357 5,247 7:18 100,919 82,494 18,425 748,673 <b>Dec.09</b> 100,538	139,388 5,252 7:48 102,502 84,173 18,329 763,536 <b>Jan.10</b> 138,399	157,387 5,719 7:19 114,110 93,547 20,563 824,976 Feb.10 117,366	177,412 6,451 7:26 127,148 103,917 23,231	173,204 6,419 7:14 125,245 102,485 22,760	167,980 6,218 6:57 120,893 99,318 21,575	
Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors Page Views  User Sessions (Visits) Avg. Weekday User Sessions	132,054 4,732 7:14 96,125 78,118 18,007 781,763 Oct.09 138,377 5,071	117,058 4,385 7:03 85,518 70,112 15,406 647,816 Nov.09 113,691 4,311	139,357 5,247 7:18 100,919 82,494 18,425 748,673 <b>Dec.09</b> 100,538 3,596	139,388 5,252 7:48 102,502 84,173 18,329 763,536	157,387 5,719 7:19 114,110 93,547 20,563 824,976 Feb.10 117,366 4,727	177,412 6,451 7:26 127,148 103,917 23,231	173,204 6,419 7:14 125,245 102,485 22,760	167,980 6,218 6:57 120,893 99,318 21,575	
Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors Page Views  User Sessions (Visits) Avg. Weekday User Sessions Avg. Session Length (min.)	132,054 4,732 7:14 96,125 78,118 18,007 781,763 Oct.09 138,377 5,071 6:55	117,058 4,385 7:03 85,518 70,112 15,406 647,816 Nov.09 113,691 4,311 6:32	139,357 5,247 7:18 100,919 82,494 18,425 748,673 <b>Dec.09</b> 100,538 3,596 6:26	139,388 5,252 7:48 102,502 84,173 18,329 763,536 <b>Jan.10</b> 138,399 5,106 6:57	157,387 5,719 7:19 114,110 93,547 20,563 824,976 Feb.10 117,366 4,727 7:25	177,412 6,451 7:26 127,148 103,917 23,231	173,204 6,419 7:14 125,245 102,485 22,760	167,980 6,218 6:57 120,893 99,318 21,575	
Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors Page Views  User Sessions (Visits) Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors	132,054 4,732 7:14 96,125 78,118 18,007 781,763 Oct.09 138,377 5,071 6:55 99,842	117,058 4,385 7:03 85,518 70,112 15,406 647,816 Nov.09 113,691 4,311 6:32 82,797	139,357 5,247 7:18 100,919 82,494 18,425 748,673 <b>Dec.09</b> 100,538 3,596 6:26 73,694	139,388 5,252 7:48 102,502 84,173 18,329 763,536 <b>Jan.10</b> 138,399 5,106 6:57 101,443	157,387 5,719 7:19 114,110 93,547 20,563 824,976 Feb.10 117,366 4,727 7:25 87,431	177,412 6,451 7:26 127,148 103,917 23,231	173,204 6,419 7:14 125,245 102,485 22,760	167,980 6,218 6:57 120,893 99,318 21,575	
User Sessions (Visits) Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors Page Views  User Sessions (Visits) Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors	132,054 4,732 7:14 96,125 78,118 18,007 781,763 Oct.09 138,377 5,071 6:55	117,058 4,385 7:03 85,518 70,112 15,406 647,816 Nov.09 113,691 4,311 6:32	139,357 5,247 7:18 100,919 82,494 18,425 748,673 <b>Dec.09</b> 100,538 3,596 6:26	139,388 5,252 7:48 102,502 84,173 18,329 763,536 <b>Jan.10</b> 138,399 5,106 6:57	157,387 5,719 7:19 114,110 93,547 20,563 824,976 Feb.10 117,366 4,727 7:25	177,412 6,451 7:26 127,148 103,917 23,231	173,204 6,419 7:14 125,245 102,485 22,760	167,980 6,218 6:57 120,893 99,318 21,575	

# **Top 25 Viewed USCIS-ES Pages**

The following table shows the most viewed pages on USCIS-ES this month.

▶ Notable changes this month: Solicitud de Naturalizacion, N-400, moved up to the sixth most viewed page.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	234,861	27.13%
2	Formularios (2)	36,555	4.22%
3	Noticias (3)	17,547	2.03%
4	Familiares de ciudadanos estadounidenses (4)	15,208	1.76%
5	Formularios de Residencia Permanente (Tarjeta Verde) (5)	13,393	1.55%
6	Solicitud de Naturalizacion, N-400 (22)	13,083	1.51%
7	Peticion para pariente extranjero, I-130 (6)	11,079	1.28%
8	Solicitud para reemplazar la tarjeta de residente permanente (Green Card), I-90 (7)	10,281	1.19%
9	El Examen de Naturalizacion: Materiales de estudio (8)	9,918	1.15%
10	Enlace Publico (9)	9,876	1.14%
11	Tarjeta verde (Green card) a traves de la familia (11)	9,834	1.14%
12	Despues de que una Tarjeta verde (Green Card) haya sido concedida (10)	9,419	1.09%
13	Ciudadania por naturalizacion (14)	9,364	1.08%
14	Recursos (13)	9,234	1.07%
15	Tramite y procedimientos para la Tarjeta Verde (Green card) (15)	8,968	1.04%
16	Tarjeta Verde (residencia permanente) (16)	8,886	1.03%
17	Formularios para la Ciudadania y Naturalizacion (12)	8,771	1.01%
18	Contactenos (20)	8,408	0.97%
19	Preguntas de civismo en espanol para el Examen de Naturalizacion (17)	7,903	0.91%
20	Ciudadania (18)	7,681	0.89%
21	El Examen de Naturalizacion (19)	7,061	0.82%
22	Formularios de Familia (21)	7,039	0.81%
23	Acerca de nosotros (23)	7,029	0.81%
24	Familiares de residentes permanentes (*)	6,821	0.79%
25	Formularios – Informacion general (25)	6,476	0.75%
	Total Page Views this Month to USCIS-ES Pages >	865,679	100.00%

<sup>\*</sup> Item was not in the previous month's listing.

# **Appendix: Historical CSWP Visitor Traffic**

#### **CSWP Visitor Traffic**

Metric	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11	May.11	June11	July11	Aug.11
Overall									
User Sessions (Visits)	6,353,365	7,768,865	7,018,295	8,029,128	7,321,930	7,601,509	8,531,597	7,190,559	8,729,499
Avg. Weekday User Sessions	232,727	298,594	286,854	295,712	286,247	288,201	328,615	267,701	323,364
Avg. Session Length (min.)	5:29	5:49	5:44	5:39	5:26	5:26	4:31	4:28	4:18
Unique Visitors	3,396,384	4,219,165	3,776,995	4,493,534	3,895,177	4,147,857	4,178,446	3,634,669	4,415,702
One-Time Visitors	2,515,232	3,106,138	2,777,181	3,350,342	2,867,698	3,082,141	2,888,846	2,543,514	3,101,345
Repeat Visitors	881,152	1,113,027	999,814	1,143, 192	1,027,479	1,065,715	1,289,600	1,091,155	1,314,357
Page Views	30,581,680	35,632,908	33,929,814	34,692,919	29,388,427	24,125,433	24,734,792	20,812,450	24,299,199
Sessions by Content Area *									
About Us	87,723	108,821	98,524	109,628	89,796	91,339	88,386	74,253	89,196
Citizenship	55,344	95,391	87,967	103,337	81,760	79,268	81,202	67,319	85,058
Forms	991,126	1,254,781	1,164,374	1,340,818	1,097,365	1,123,881	1,171,331	943,683	1,132,808
Outreach	59,977	74,130	65,527	72,620	59,960	61,514	55,836	48,264	62,527
Laws	111,104	137,484	124,265	138,390	117,420	117,388	111,494	91,744	119,246
News	145,577	180,481	155,571	174,121	157,709	159,993	139,712	115,383	158,690
E-Verify	93,701	108,765	106,542	139,493	109,429	112,473	164,327	152,655	190,476
Resources	131,331	172,571	151,675	169,754	138,738	143,632	139,534	115,628	137,690
Working in the U.S.	21,990	34,116	28,835	31,690	27,020	28,534	28,221	24,762	30,549
Family	24,190	33,909	29,387	31,539	25,445	25,973	24,935	21,953	27,669
Adoption	7,949	11,167	9,906	11,135	9,073	9,095	9,150	7,967	8,832
Green Card	168,976	252,585	215,522	232,481	200,992	220,851	218,117	201,993	217,517
Humanitarian	4,648	5,763	5,383	6,139	5,316	5,948	5,419	4,812	5,559
Visit the U.S.	19,083	27,287	24,840	27,325	24,002	24,996	23,248	19,813	21,055
Military	10,048	13,411	12,930	13,768	11,151	11,021	11,109	9,825	11,561
Find It Fast/Where to Start **	11,336	19,944	15,395	17,392	19,649	13,934	18,363	14,608	9,445

<sup>\*</sup> Total user sessions that included views of these top-level landing pages.
\*\* Number of times a visitor clicked the Get Results button

Metric	Apr.10	May10	June10	July10	Aug.10	Sep.10	Oct.10	Nov.10
Overall	•	•		•		•		
Overall	E 200 420	0 207 505	0 500 004	0.754.004	7 404 705	0.000.000	0.000.004	0.000.000
User Sessions (Visits)	5,398,438	6,327,505	6,509,804	6,751,224	7,161,735	6,886,006	6,863,381	6,238,269
Avg. Weekday User Sessions	208,630	244,816	252,191	255,985	271,581	265,128	264,060	255,144
Avg. Session Length (min.)	6:28	6:13	6:07	6:07	6:22	6:18	5:56	5:47
Unique Visitors	2,947,341	3,600,867	3,609,436	3,653,368	3,782,708	3,761,018	3,802,691	3,590,906
One-Time Visitors	2,146,791	2,664,617	2,639,638	2,661,194	2,753,894	2,755,793	2,817,747	2,653,039
Repeat Visitors	800,550	936,250	969,798	992,174	1,028,814	1,005,225	984,944	937,867
Page Views	20,154,233	22,714,164	22,536,447	24,051,793	25,013,138	26,269,368	33,334,881	30,002,677
Sessions by Content Area *								
About Us	94,151	106,041	111,864	114,708	109,440	101,427	98,773	95,758
Citizenship	55,321	61,374	58,716	66,942	63,147	57,175	56,920	58,257
Forms	1,068,444	1,144,214	1,159,375	1,172,352	1,230,309	1,167,877	1,135,790	1,114,509
Outreach	90,488	100,533	104,236	108,366	75,634	69,001	68,237	65,636
Laws	129,205	151,765	137,710	145,823	135,496	130,363	127,799	123,795
News	174,936	187,917	186,974	200,039	200,278	182,290	174,488	165,384
E-Verify	83,081	96,768	93,473	105,700	89,738	80,944	79,720	78,707
Resources	155,870	173,036	171,966	178,192	174,069	162,453	159,486	147,966
Working in the U.S.	19,683	23,122	23,340	25,126	24,744	22,706	23,480	21,628
Family	24,715	27,355	24,857	28,433	27,162	26,203	26,142	24,342
Adoption	9,326	10,162	9,581	8,402	8,940	7,969	7,774	7,599
Green Card	132,567	163,530	171,313	181,797	181,266	174,656	201,522	168,637
Humanitarian	5,881	6,910	6,230	5,767	5,548	5,296	5,256	4,602
Visit the U.S.	21,346	23,926	23,250	22,735	21,916	20,078	19,826	19,573
Military	10,147	17,452	10,615	10,467	10,707	10,016	9,888	12,201
Where to Start **	9,550	8,917	8,884	16,376	12,176	19,621	15,015	10,296

<sup>\*</sup> Total user sessions that included views of these top-level landing pages.
\*\* Number of times a visitor clicked the Get Results button

Metric	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10
Overall						
User Sessions (Visits)	5,196,257	5,219,325	4,879,572	6,151,175	5,212,997	5,806,542
Avg. Weekday User Sessions	226,569	204,608	180.624	234,810	216,710	214,833
Avg. Session Length (min.)	4:57	4:51	4:54	5:20	6:40	6:40
Unique Visitors	2,984,828	2,617,134	2,513,261	3,220,495	2,888,998	3,123,536
One-Time Visitors	2,028,157	1,777,598	1,730,951	2,225,408	2,087,504	2,247,920
Repeat Visitors	956,671	839,536	782,310	995,087	801,494	875,616
Page Views	28,134,571	20,900,616	19,851,159	29,606,676	23,754,223	22,499,875
Sessions by Content Area *						
About Us	109,752	89,859	81,596	103,769	95,240	103,178
Citizenship	79,053	63,211	48,197	67,866	59,213	61,260
Forms	1,041,113	874,991	861,472	1,171,386	1,092,894	1,214,390
Services & Benefits /Topics	287,010	231,727	216,666	284,063	231,684	20,275
Laws & Regulations	163,275	135,007	122,987	160,671	137,555	138,535
Press Room	161,045	127,746	126,476	170,202	138,273	180,215
E-Verify	80,879	69,616	56,744	62,792	61,467	71,499
Resources	186,097	150,560	144,691	187,523	170,010	171,707
Working in the U.S.	29,999	24,918	20,518	25,984	21,300	21,090
Family	38,173	31,816	23,042	34,239	30,517	29,363
Adoption	12,534	10,067	7,559	13,939	8,336	10,712
Green Card	138,178	108,233	120,181	159,491	136,008	151,395
Humanitarian	6,629	5,741	4,400	11,583	7,672	7,747
Visit the U.S.	17,584	15,311	15,138	20,587	17,735	20,995
Military	12,730	11,632	8,700	15,608	14,372	12,848
Where to Start **					16,741	12,613

<sup>\*</sup> Total user sessions that included views of these top-level landing pages.
\*\* Number of times a visitor clicked the Get Results button

Metric	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09	Sep.09
Overall									
User Sessions (Visits)	6,436,596	6,001,502	6,284,818	5,997,607	5,298,380	5,603,915	5,514,020	6,023,088	6,312,572
Avg. Weekday User Sessions	241,772	249,722	238,627	235,275	207,627	219,162	209,191	235,210	247,801
Avg. Session Length (min.)	5:18	5:18	5:22	5:09	5:15	5:14	4:52	4:37	4:45
Unique Visitors	3,229,461	3,092,075	3,229,036	3,133,666	2,744,487	2,938,617	3,028,488	3,003,691	3,093,076
One-Time Visitors Repeat Visitors	2,296,901 932,560	2,216,806 875,269	2,317,036 911,999	2,264,419 869,247	1,979,870 764,617	2,136,318 802,299	2,159,495 868,993	2,062,028 941,663	2,097,997 995,079
Page Views	26,021,067	24,208,887	26,159,124	24,169,327	21,437,157	22,324,273	24,121,872	23,134,850	25,045,410
•	20,021,007	24,200,007	20,100,124	24,100,021	21,401,101	22,024,210	24,121,012	20, 104,000	20,040,410
Sessions by Content Area *	440.000	404.007	440.522	405.007	110 000	440.044	100 200	444 700	400.000
About Us Citizenship	140,908 248,238	131,997 214,824	140,533 211,796	125,837 181,602	116,936 164,469	119,211 164,056	122,388 173,580	114,798 173,960	128,002 124,670
Immigration Forms	1,338.197	1,294,736	1,421,989	1,258,399	1,151,667	1,176,590	1,244,953	1,212,948	1,207,375
Services & Benefits	482,207	458,234	478,750	422,478	381,692	404,631	427,377	410,303	411,679
Outreach									
Laws & Regulations	233,508	224,862	235,692	214,995	195,640	205,646	211,171	202,323	214,631
Press Room	100,502	110,476	136,553	177,940	107,841	96,552	76,960	72,934	121,675
E-Verify	75,517	89,242	60,224	53,394	46,486	56,338	52,642	66,692	107,133
Motrio	A 00	May 00	luma00	1100	A 00	Can 00	0-4.00	Nov 00	Dec 00
Metric	Apr.08	May 08	June08	July08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08
Overall					-				
Overall User Sessions (Visits)	7,296,527	6,604,286	6,516,205	6,686,017	6,630,094	6,314,355	6,444,805	5,477,612	5,253,902
Overall User Sessions (Visits) Avg. Weekday User Sessions	7,296,527 283,576	6,604,286 251,998	6,516,205 260,205	6,686,017 251,248	6,630,094 260,080	6,314,355 243,834	6,444,805 240,273	5,477,612 217,952	5,253,902 194,327
Overall User Sessions (Visits) Avg. Weekday User Sessions Avg. Session Length (min.)	7,296,527 283,576 5:08	6,604,286 251,998 5:07	6,516,205 260,205 5:03	6,686,017 251,248 5:03	6,630,094 260,080 4:58	6,314,355 243,834 5:17	6,444,805 240,273 5:08	5,477,612 217,952 5:11	5,253,902 194,327 5:10
Overall User Sessions (Visits) Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors	7,296,527 283,576 5:08 3,220,610	6,604,286 251,998 5:07 3,066,103	6,516,205 260,205 5:03 3,102,912	6,686,017 251,248 5:03 3,128,981	6,630,094 260,080 4:58 2,973,973	6,314,355 243,834 5:17 2,991,933	6,444,805 240,273 5:08 3,099,907	5,477,612 217,952 5:11 2,732,046	5,253,902 194,327 5:10 2,582,999
Overall User Sessions (Visits) Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors	7,296,527 283,576 5:08 3,220,610 2,155,914	6,604,286 251,998 5:07 3,066,103 2,152,380	6,516,205 260,205 5:03 3,102,912 2,196,828	6,686,017 251,248 5:03 3,128,981 2,187,199	6,630,094 260,080 4:58 2,973,973 2,068,695	6,314,355 243,834 5:17 2,991,933 2,103,885	6,444,805 240,273 5:08 3,099,907 2,224,097	5,477,612 217,952 5:11 2,732,046 1,954,058	5,253,902 194,327 5:10 2,582,999 1,839,756
Overall User Sessions (Visits) Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors	7,296,527 283,576 5:08 3,220,610	6,604,286 251,998 5:07 3,066,103	6,516,205 260,205 5:03 3,102,912	6,686,017 251,248 5:03 3,128,981	6,630,094 260,080 4:58 2,973,973	6,314,355 243,834 5:17 2,991,933	6,444,805 240,273 5:08 3,099,907	5,477,612 217,952 5:11 2,732,046	5,253,902 194,327 5:10 2,582,999
Overall User Sessions (Visits) Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors Page Views	7,296,527 283,576 5:08 3,220,610 2,155,914 996,329	6,604,286 251,998 5:07 3,066,103 2,152,380 913,723	6,516,205 260,205 5:03 3,102,912 2,196,828 906,084	6,686,017 251,248 5:03 3,128,981 2,187,199 941,782	6,630,094 260,080 4:58 2,973,973 2,068,695 905,278	6,314,355 243,834 5:17 2,991,933 2,103,885 888,048	6,444,805 240,273 5:08 3,099,907 2,224,097 875,810	5,477,612 217,952 5:11 2,732,046 1,954,058 777,988	5,253,902 194,327 5:10 2,582,999 1,839,756 743,243
Overall User Sessions (Visits) Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors Page Views Sessions by Content Area *	7,296,527 283,576 5:08 3,220,610 2,155,914 996,329 30,454,413	6,604,286 251,998 5:07 3,066,103 2,152,380 913,723 27,748,920	6,516,205 260,205 5:03 3,102,912 2,196,828 906,084 25,936,340	6,686,017 251,248 5:03 3,128,981 2,187,199 941,782 26,784,945	6,630,094 260,080 4:58 2,973,973 2,068,695 905,278 25,890,816	6,314,355 243,834 5:17 2,991,933 2,103,885 888,048 26,030,429	6,444,805 240,273 5:08 3,099,907 2,224,097 875,810 25,578,188	5,477,612 217,952 5:11 2,732,046 1,954,058 777,988 22,074,737	5,253,902 194,327 5:10 2,582,999 1,839,756 743,243 20,883,487
Overall User Sessions (Visits) Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors Page Views	7,296,527 283,576 5:08 3,220,610 2,155,914 996,329 30,454,413	6,604,286 251,998 5:07 3,066,103 2,152,380 913,723 27,748,920	6,516,205 260,205 5:03 3,102,912 2,196,828 906,084 25,936,340	6,686,017 251,248 5:03 3,128,981 2,187,199 941,782	6,630,094 260,080 4:58 2,973,973 2,068,695 905,278 25,890,816	6,314,355 243,834 5:17 2,991,933 2,103,885 888,048 26,030,429	6,444,805 240,273 5:08 3,099,907 2,224,097 875,810	5,477,612 217,952 5:11 2,732,046 1,954,058 777,988 22,074,737	5,253,902 194,327 5:10 2,582,999 1,839,756 743,243 20,883,487
Overall User Sessions (Visits) Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors Page Views  Sessions by Content Area * About Us	7,296,527 283,576 5:08 3,220,610 2,155,914 996,329 30,454,413	6,604,286 251,998 5:07 3,066,103 2,152,380 913,723 27,748,920	6,516,205 260,205 5:03 3,102,912 2,196,828 906,084 25,936,340	6,686,017 251,248 5:03 3,128,981 2,187,199 941,782 26,784,945	6,630,094 260,080 4:58 2,973,973 2,068,695 905,278 25,890,816	6,314,355 243,834 5:17 2,991,933 2,103,885 888,048 26,030,429	6,444,805 240,273 5:08 3,099,907 2,224,097 875,810 25,578,188	5,477,612 217,952 5:11 2,732,046 1,954,058 777,988 22,074,737	5,253,902 194,327 5:10 2,582,999 1,839,756 743,243 20,883,487
Overall User Sessions (Visits) Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors Page Views  Sessions by Content Area * About Us Citizenship Immigration Forms Services & Benefits	7,296,527 283,576 5:08 3,220,610 2,155,914 996,329 30,454,413	6,604,286 251,998 5:07 3,066,103 2,152,380 913,723 27,748,920 148,454 245,074	6,516,205 260,205 5:03 3,102,912 2,196,828 906,084 25,936,340 140,501 227,304	6,686,017 251,248 5:03 3,128,981 2,187,199 941,782 26,784,945 145,354 238,600	6,630,094 260,080 4:58 2,973,973 2,068,695 905,278 25,890,816	6,314,355 243,834 5:17 2,991,933 2,103,885 888,048 26,030,429 144,215 243,852	6,444,805 240,273 5:08 3,099,907 2,224,097 875,810 25,578,188	5,477,612 217,952 5:11 2,732,046 1,954,058 777,988 22,074,737 118,674 195,979	5,253,902 194,327 5:10 2,582,999 1,839,756 743,243 20,883,487 110,278 167,232
Overall User Sessions (Visits) Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors Page Views  Sessions by Content Area * About Us Citizenship Immigration Forms Services & Benefits Outreach	7,296,527 283,576 5:08 3,220,610 2,155,914 996,329 30,454,413 161,904 259,033 1,298,301 531,879	6,604,286 251,998 5:07 3,066,103 2,152,380 913,723 27,748,920 148,454 245,074 1,261,846 492,124	6,516,205 260,205 5:03 3,102,912 2,196,828 906,084 25,936,340 140,501 227,304 1,249,485 473,686	6,686,017 251,248 5:03 3,128,981 2,187,199 941,782 26,784,945 145,354 238,600 1,311,952 490,004	6,630,094 260,080 4:58 2,973,973 2,068,695 905,278 25,890,816 141,603 226,217 1,242,294 472,220	6,314,355 243,834 5:17 2,991,933 2,103,885 888,048 26,030,429 144,215 243,852 1,298,861 476,112	6,444,805 240,273 5:08 3,099,907 2,224,097 875,810 25,578,188 141,194 223,548 1,290,816 455,531	5,477,612 217,952 5:11 2,732,046 1,954,058 777,988 22,074,737 118,674 195,979 1,097,504 392,731	5,253,902 194,327 5:10 2,582,999 1,839,756 743,243 20,883,487 110,278 167,232 1,049,292 367,826
Overall User Sessions (Visits) Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors Page Views  Sessions by Content Area * About Us Citizenship Immigration Forms Services & Benefits Outreach Laws & Regulations	7,296,527 283,576 5:08 3,220,610 2,155,914 996,329 30,454,413 161,904 259,033 1,298,301 531,879  239,878	6,604,286 251,998 5:07 3,066,103 2,152,380 913,723 27,748,920 148,454 245,074 1,261,846 492,124  220,773	6,516,205 260,205 5:03 3,102,912 2,196,828 906,084 25,936,340 140,501 227,304 1,249,485 473,686  215,500	6,686,017 251,248 5:03 3,128,981 2,187,199 941,782 26,784,945 145,354 238,600 1,311,952 490,004  217,826	6,630,094 260,080 4:58 2,973,973 2,068,695 905,278 25,890,816 141,603 226,217 1,242,294 472,220  209,289	6,314,355 243,834 5:17 2,991,933 2,103,885 888,048 26,030,429 144,215 243,852 1,298,861 476,112  223,081	6,444,805 240,273 5:08 3,099,907 2,224,097 875,810 25,578,188 141,194 223,548 1,290,816 455,531	5,477,612 217,952 5:11 2,732,046 1,954,058 777,988 22,074,737 118,674 195,979 1,097,504 392,731  188,239	5,253,902 194,327 5:10 2,582,999 1,839,756 743,243 20,883,487 110,278 167,232 1,049,292 367,826  176,197
Overall User Sessions (Visits) Avg. Weekday User Sessions Avg. Session Length (min.) Unique Visitors One-Time Visitors Repeat Visitors Page Views  Sessions by Content Area * About Us Citizenship Immigration Forms Services & Benefits Outreach	7,296,527 283,576 5:08 3,220,610 2,155,914 996,329 30,454,413 161,904 259,033 1,298,301 531,879	6,604,286 251,998 5:07 3,066,103 2,152,380 913,723 27,748,920 148,454 245,074 1,261,846 492,124	6,516,205 260,205 5:03 3,102,912 2,196,828 906,084 25,936,340 140,501 227,304 1,249,485 473,686	6,686,017 251,248 5:03 3,128,981 2,187,199 941,782 26,784,945 145,354 238,600 1,311,952 490,004	6,630,094 260,080 4:58 2,973,973 2,068,695 905,278 25,890,816 141,603 226,217 1,242,294 472,220	6,314,355 243,834 5:17 2,991,933 2,103,885 888,048 26,030,429 144,215 243,852 1,298,861 476,112	6,444,805 240,273 5:08 3,099,907 2,224,097 875,810 25,578,188 141,194 223,548 1,290,816 455,531	5,477,612 217,952 5:11 2,732,046 1,954,058 777,988 22,074,737 118,674 195,979 1,097,504 392,731	5,253,902 194,327 5:10 2,582,999 1,839,756 743,243 20,883,487 110,278 167,232 1,049,292 367,826

<sup>\*</sup>Total user sessions that included views of these top-level landing pages.

Metric	July07	Aug.07	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08**	Feb.08	Mar.08
Overall									
User Sessions (Visits)	8,125,806	6,512,486	6,702,477	7,360,972	6,488,405	5,723,607	4,692,568	6,444,469	6,873,150
Avg. Weekday User Sessions	310,510	246,209	268,492	273,893	249,747	215,807	180,291	254,916	265,017
Avg. Session Length (min.)	5:38	4:57	4:58	5:00	5:11	5:05	5:23	5:18	5:15
Unique Visitors	3,346,430	2,799,902	2,919,726	3,101,740	2,996,538	2,662,821	2,342,869	3,020,970	3,152,243
One-Time Visitors	2,175,277	1,888,909	1,977,187	2,082,532	2,086,878	1,861,921	1,651,133	2,105,298	2,189,675
Repeat Visitors	1,171,153	910,993	942,537	1,019,208	909,660	800,900	691,736	915,672	962,568
Page Views	35,853,308	26,721,990	27,388,813	30,781,902	33,047,379	23,757,944	20,104,597	28,158,130	29,404,570
Sessions by Content Area *									
About Us	224,016	161,335	162,743	177,982	158,623	127,043	113,168	162,638	159,086
Citizenship	518,522	232,039	239,350	264,313	233,916	189,115	188,768	273,281	276,387
Immigration Forms	2,288,096	1,223,194	1,193,541	1,294,232	1,135,653	962,421	895,197	1,278,140	1,330,849
Services & Benefits	741,264	512,733	518,399	563,142	495,058	414,026	375,918	524,183	524,094
Laws & Regulations	284,115	232,354	232,909	254,516	230,635	187,927	170,627	242,130	238,908
Press Room	288,576	261,337	227,123	162,919	123,607	92,657	87,572	147,438	192,065
E-Verify				38,302	34,571	29,467	27,676	29,931	28,142

Metric	Nov.06	Dec.06	Jan.07	Feb.07	Mar.07	Apr.07	May07	June07
Overall								
User Sessions (Visits)	5,227,836	4,813,792	5,977,794	5,075,095	5,743,320	3,718,038	5,213,504	6,752,419
Avg. Weekday User Sessions	198,576	183,354	219,122	209,668	215,892	149,707	198,855	267,605
Avg. Session Length (min.)	6:40	5:58	6:01	5:50	5:38	5:11	5:08	5:10
Unique Visitors	2,655,767	2,334,857	2,786,007	2,345,397	2,626,690	1,720,609	2,354,930	2,900,172
One-Time Visitors	1,942,268	1,665,337	1,936,981	1,608,122	1,796,028	1,172,099	1,594,109	1,930,689
Repeat Visitors	713,499	669,520	849,026	737,275	830,662	548,510	760,821	969,483
Page Views	33,696,881	25,091,517	30,829,277	24,839,624	27,471,996	20,333,101	22,378,037	28,991,101
Sessions by Content Area *								
About Us	232,057	153,665	190,695	177,238	189,575	107,418	146,569	182,544
Citizenship	311,291	259,610	340,528	307,146	318,294	166,614	253,079	324,840
Immigration Forms	1,272,993	1,051,401	1,394,187	1,254,178	1,396,462	734,079	1,094,513	1,493,319
Services & Benefits	739,869	528,733	663,433	548,583	585,754	334,303	459,238	597,038
Laws & Regulations	275,318	214,037	283,700	239,019	262,045	145,592	207,185	259,482
Press Room	117,788	92,883	102,350	99,960	121,579	182,934	167,884	163,819
E-Verify								

<sup>\*</sup> Total user sessions that included views of these top-level landing pages. \*\* Jan.08 numbers artificially low because 1/3 of month's data was lost by Akamai.

## **CSWP Visitor Traffic** (cont.) – **Legacy Data**

Metric	Oct.05	Nov.05	Dec.05	Jan.06	Feb.06	Mar.06	Apr.06	May06	Jun.06	Jul.06	Aug.06
Overall											
User Sessions (Visits)	5,606,638	5,228,536	4,796,783	5,880,085	5,275,683	6,595,111	5,430,691	6,343,209	6,461,774	6,368,348	6,615,892
Avg. Weekday Sessions	197,087	177,535	216,748	214,550	238,746	209,501	233,824	247,748	243,423	243,762	
Avg. Session Length (min.)	10:03	9:57	10:09	10:14	10:01	10:04	9:26	9:21	9:13	9:26	9:19
Unique Visitors	2,616,967	2,506,623	2,292,376	2,822,446	2,560,638	3,037,551	2,694,475	2,988,946	2,895,689	2,869,849	3,011,114
One-Time Visitors	1,948,793	1,874,743	1,713,981	2,099,984	1,908,447	2,252,008	2,020,024	2,213,122	2,117,074	2,102,401	2,202,643
Repeat Visitors	668,174	631,880	578,395	722,462	652,191	785,453	674,451	775,824	778,615	767,448	808,471
Page Views	42,612,815	36,643,397	34,747,592	43,803,006	37,771,142	45,621,681	34,309,523	42,909,778	43,407,053	46,997,699	48,024,615
Sessions by Content Area	*										
About USCIS & FOIA	121,769	113,230	100,346	119,227	112,846	152,055	114,076	130,592	110,982	126,973	124,400
Citizenship	254,944	230,921	203,845	280,486	256,647	323,259	261,660	316,445	266,417	295,543	303,690
Forms, Fees, Fingerprints	1,762,408	1,700,623	1,496,248	2,057,635	1,838,320	2,224,544	1,778,612	2,025,909	1,847,694	1,988,824	2,177,214
Services and Benefits	1,151,285	1,007,368	899,499	1,170,523	1,029,707	1,278,951	1,046,395	1,312,791	1,191,518	1,322,802	1,265,599
Field Offices	494,468	444,776	380,937	506,861	454,049	562,760	430,387	491,890	448,242	498,303	532,232
Laws and Regulations	300,091	273,126	227,660	300,167	280,030	408,452	303,179	354,755	314,605	340,293	316,047
Public Affairs	498,780	434,841	371,691	480,092	357,455	480,005	446,937	519,529	513,273	536,881	518,869
How Do I?	551,803	509,790	427,989	562,199	493,865	605,168	462,597	555,854	496,269	562,639	608,339
CSSO	2,352,110	2,115,292	2,025,969	2,340,294	2,097,575	2,562,594	2,336,111	2,751,458	1,135,698	2,880,516	3,146,570

<sup>\*</sup>Total user sessions that included views of these top-level landing pages.